



# Give Students Every Opportunity!

## Microsoft IT Academy





# Agenda

Skills for tomorrow

Tools for Building  
Technology Skills

Next Steps



# What is the IT Academy Program

Industry-leading  
technology skills to help  
bridge the skills gap



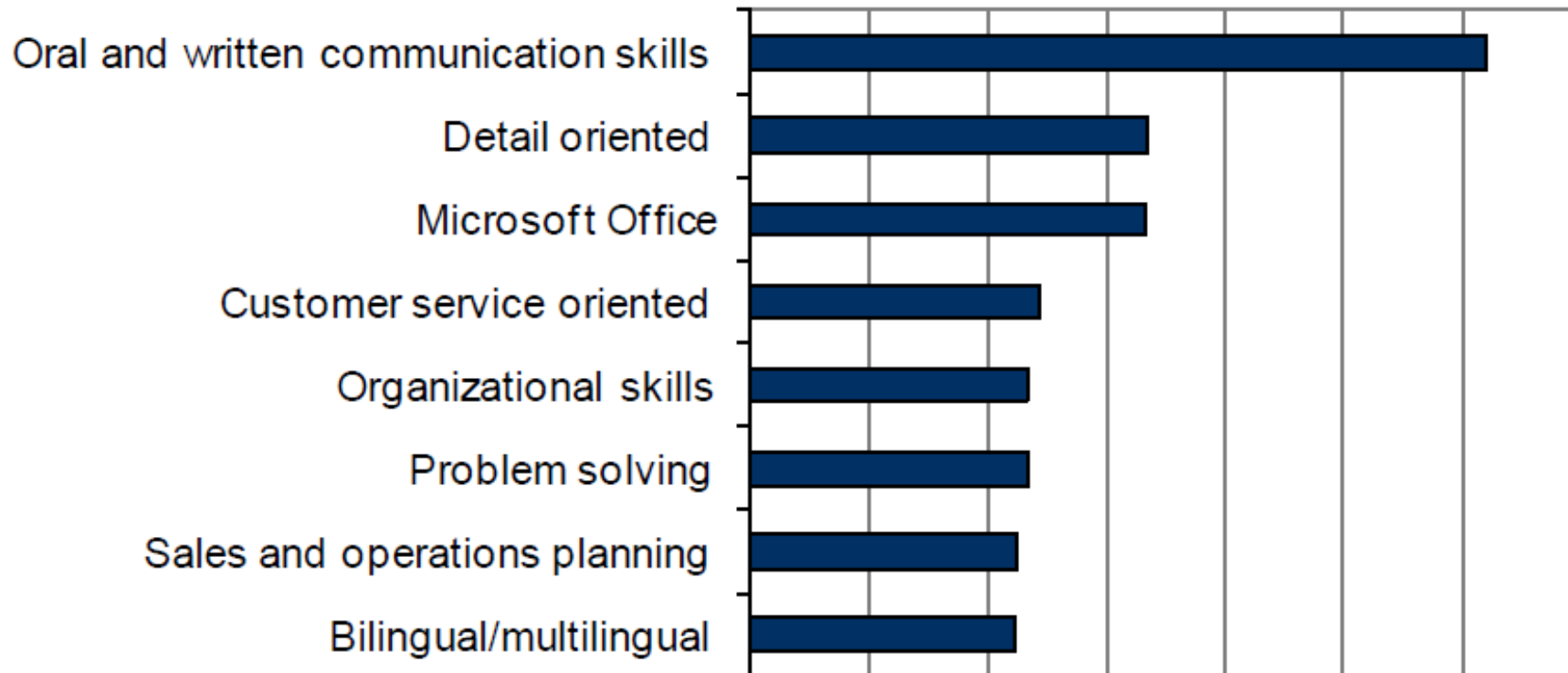
Teach and learn the latest  
Microsoft technology  
through an online solution

# IDC Study

14.6 million job postings April-September 2013 from 25,000 job boards

**FIGURE 2**

Top Skills for All U.S. Occupations



# Microsoft Skills are in DEMAND – across cities around the globe!

## Jobs in Demand by Technology



Strong hiring interest from ecosystem of partners, customers, suppliers for Microsoft Skills & Certifications

Fastest Growing Occupations Globally include Health Care and Information Technology



Michigan Locations	Microsoft Skills Required
Grand Rapids	697
Warren	4,561
Sterling Heights	4,368
Lansing	458
Ann Arbor	1,739
Flint	175
Dearborn	4,485
Livonia	5,290
Clinton	3,841

Source: Indeed.com, October 2014

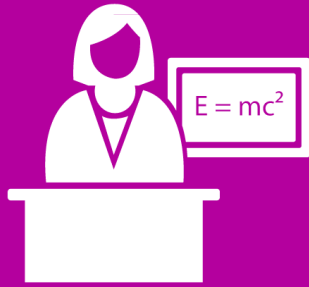
# Market Value (salary) with Microsoft Certification

Business Entry Level Position		Technical Entry Level Position	
With MOS Cert	No MOS Cert	With MCSA Cert	No MCSA Cert
\$41,446	\$25,134	\$47,052	\$36,941
Value of MOS Certification (Excel)		Value of MCSA Certification	
\$16,312		\$10,111	
Payscale.com 2013		Payscale.com 2013	



# Validating Skills for Employment

IT Academy Training



Certification



College & Career Ready



“It’s truly a global marketplace, especially in the IT world. If you don’t have a certification that validates you have the needed skills, you’re at a significant disadvantage.

**Bill Doherty**  
@ONE Project,  
College System of California

”

# Tools for Building Technology Skills



# Microsoft IT Academy Program Benefits

- Curriculum
- Professional Development
- Software
- Marketing Partnership
- Support and Resources
- Deployment Solution

# Curriculum: Digital Literacy

Computer Basics

Internet, Cloud Services and the World Wide Web

Productivity Programs

Computer Security and Privacy

Digital Lifestyles

## Build Your First App!



Microsoft Digital Literacy  
presents

## Build Your First App

38%  
COMPLETE  
My Progress



Build and publish apps – complete with physics, sprites, and touch. Learn basic programming concepts and skills by creating scripts on the TouchDevelop web site.

[Launch "Build Your First App" course](#)

(Requires broadband connection.)

## More New Courses Available

**Computer Basics:** Learn the fundamentals of computing, the components of a computer, operating system basics, and how to use a mouse and a keyboard.

[Launch "Computer Basics" course](#)

(Requires broadband connection.)



**The Internet, Cloud Services, and World Wide Web:** Learn how to connect to people, information, and resources around the world, using Web sites, search engines, and e-mail programs.

[Launch "Internet, Cloud Services, and WWW" course](#)

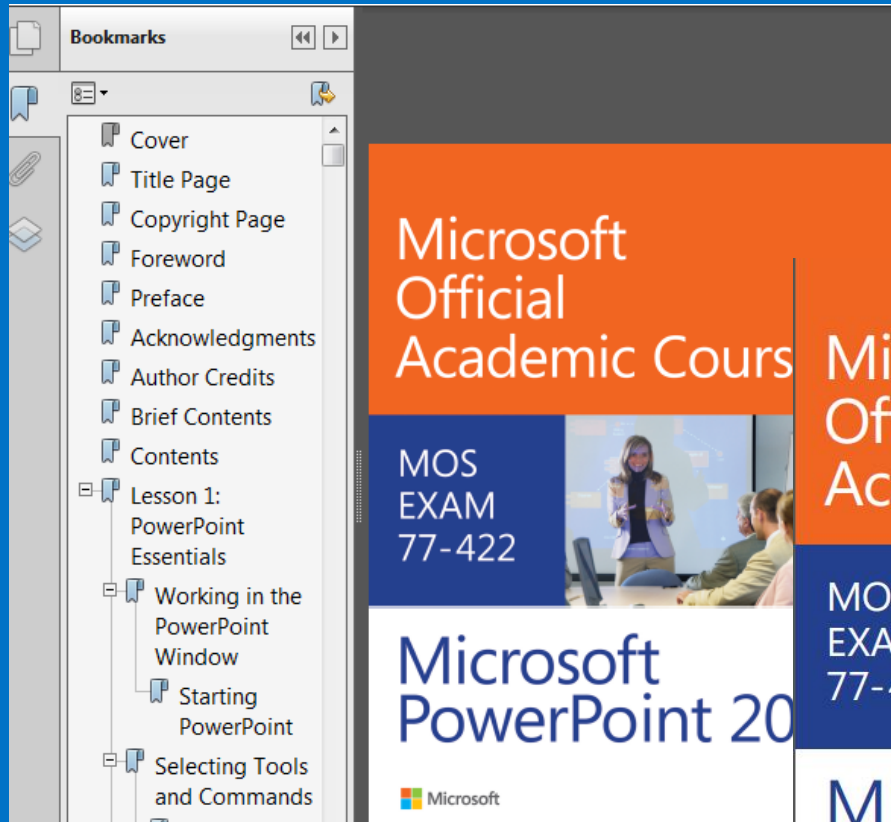
(Requires broadband connection.)

**Productivity Programs:** Games, demos, and interactive guides help you quickly learn the basics of word processing, spreadsheets, presentations, and databases.

[Launch "Productivity Programs" course](#)



# Curriculum: MOAC Digital Textbooks



Microsoft  
Official  
Academic Course

MOS  
EXAM  
77-422

Microsoft  
PowerPoint 2013



Microsoft  
Official  
Academic Course

MOS  
EXAM  
77-418

Microsoft  
Word 2013



Microsoft  
Official  
Academic Course

MOS  
EXAM  
77-420

Microsoft  
Excel 2013



## Technologies

MTA  
Microsoft Technology Associate

Office 2010 & 2013  
Word, Excel, PowerPoint  
Outlook, Access

Microsoft .NET Framework -  
Application Development  
Foundation

Microsoft .NET Framework 3.5,  
ASP.NET Application Development

Designing and Developing  
ASP.NET Applications Using the  
Microsoft .NET Framework 3.5



# Curriculum: Lesson Plans

Customizable Teaching Plans

Discussion Questions

Quizzes

Student Projects

Instructor Guides

Presentations

Instructional Mapping

Multiple Languages

Microsoft® IT Academy Program

## MODULE TEACHING PLAN FOR MODULE 1: USING MICROSOFT WORD 2013

INSTRUCTOR MATERIALS FOR COURSE 70158: MICROSOFT WORD 2013 ESSENTIALS  
ALIGNED WITH MICROSOFT OFFICE SPECIALIST (MOS) EXAM 77-418: MICROSOFT WORD  
2013

### CONTENTS

[Module information](#)

[Lesson 1: Working in Word 2013](#)

[Project: Explore Word 2013](#)

[Quiz](#)

[Instructional standards mapping](#)

Maps to  
Common Core  
& CCTC

## Technologies

Microsoft Office

Windows

Office for Mac

Expression Web

SharePoint

# Curriculum: Online Learning

250 + Courses

Multiple Technologies

Evolving Administrator  
and Student Experience

The screenshot displays the MLX Preview interface, which is divided into two main sections: a course list on the left and a video player on the right.

**Course List (Left Panel):**

- Administrator** | **Learner**
- MLX Preview**
- MLX Windows and Office 2013 Content**
- In Progress**
- Microsoft Windows 8 Desktop Essentials**  
The Windows 8 Desktop Essentials course shows you how to control and configure Microsoft...  
00:00/01:17 | 0% | Windows 8
- Microsoft Windows 8 Start Screen Essentials**  
The Microsoft Windows 8 Start Screen Essentials course introduces the new features and fun...  
00:00/02:57 | 0% | Windows 8
- Microsoft Excel 2013 Essentials**  
This course is designed to prepare you to take the Microsoft Excel 2013 Office Specialist Cert...  
00:00/04:40 | 0% | Excel
- Microsoft PowerPoint 2013 Essentials**  
The Microsoft PowerPoint 2013 Office Specialist Cert...  
00:00/05:41 | 0% | PowerPoint
- Microsoft Word 2013 Essentials**  
The Microsoft Word 2013 Office Specialist Cert...  
00:00/03:01 | 0% | Word

**Video Player (Right Panel):**

- Microsoft**
- Microsoft Windows 8 Desktop Essentials : Personalizing Windows Demonstration**
- Start**
- Chris Preston**
- Introduction**
- Course Introduction**
- Controlling and Configuring**
- Personalizing Windows Demonstration**
- Using the Charm Bar Practice**
- Settings: Knowledge Check**
- Using the Control Panel**
- Control Panel Demonstration**
- Using the Control Panel Practice**
- Trivia**
- Connecting to a Microsoft Account**
- Connecting to a Microsoft Account Demonstration**
- Using Microsoft Accounts Practice**
- Live ID Knowledge Check**
- Devices and Printers**
- Device Management Demonstration**

The video player shows a Windows 8 Start screen with various tiles (Facebook, People, Messaging, Russell 2000, SkyDrive, Maps, Trending, Games, Camera, Music, Video) and a taskbar at the bottom. The video progress bar indicates 00:00:11 / 00:01:19.

# Curriculum: E-Reference Library

800+ Books

5 Free Subscriptions per campus

Professional Development

Supplemental Student Projects

Advanced Searches

The screenshot displays the Safari Books Online interface. At the top, the 'Safari Books Online' logo is on the left, and a search bar with 'Entire Site' and a magnifying glass icon is on the right. Below the logo, navigation links for 'Favorites & Folders', 'Bookmarks', 'Notes & Tags', and 'Reviews' are visible. On the far right, there are links for 'Help' and 'Lisa Murray'. The main content area is titled 'Filter Search Results By...' and includes several filter categories: 'Category' (Desktop and Web Applications (21), Information Technology & Software Development (21), Product (20), Vendor (21)), 'Publication Year' (2013 (3), 2012 (2), 2011 (11), 2010 (4)), 'Authors' (Joan Lambert (6), Joyce Cox (6), John Pierce (5), Geoff Evelyn (2)), 'Publishers' (Microsoft Press (21)), and 'Languages' (English (21)). To the right of these filters, the search results for 'Office' are shown. The filters applied are 'Category: Desktop and Web Applications' and 'Category: Information Technology & Software Development'. A search bar with '[Add Term(s) to Narrow Your Search]' and a dropdown menu set to 'All Results' is present, along with a 'SEARCH WITHIN RESULTS' button. Below this, a 'Books (21 Results)' section is highlighted. The 'Show' section is set to 'Books' with a checkbox for 'Include Previous Editions'. The 'Sort By' dropdown is set to 'Relevancy'. The results list shows two items: 'MOS 2010 Study Guide for Microsoft® Office SharePoint®' by Geoff Evelyn, published by Microsoft Press on 21-SEP-2011, and 'Working with Microsoft Office 365: Running Your Small Business in the Cloud' by Brett Hill, published by Microsoft Press on 11-MAY-2012. Each item has a 'Table of Contents' link, a 'Start Reading' link, and an 'ADD TO FAVORITES' button. To the right of the search results, there are two chapter titles: 'Chapter Title: Microsoft Office Specialist Certification' and 'Chapter Title: Office Professional Plus'. The first chapter title is followed by a description of the Microsoft Office Specialist Certification and a 'More Results From This Book' link. The second chapter title is followed by a description of the Office Professional Plus subscription and a 'More Results From This Book' link.

**Safari Books Online**

Entire Site

Favorites & Folders Bookmarks Notes & Tags Reviews Help Lisa Murray

**Filter Search Results By...**

**Category**

- Desktop and Web Applications (21)
- Information Technology & Software Development (21)
- Product (20)
- Vendor (21)

**Publication Year**

- 2013 (3)
- 2012 (2)
- 2011 (11)
- 2010 (4)

**Authors**

- Joan Lambert (6)
- Joyce Cox (6)
- John Pierce (5)
- Geoff Evelyn (2)

**Publishers**

- Microsoft Press (21)

**Languages**

- English (21)

**Search Results for: Office**

Filters - Category: Desktop and Web Applications ; Category: Information Technology & Software Development

[Add Term(s) to Narrow Your Search] All Results

**Books (21 Results)**

SAVE SEARCH AS SMART LIST

Show: ☒ Books ☐ Include Previous Editions

Sort By: Relevancy 1-20 of 21 Items < Prev | 1 2 | Next >

**MOS 2010 Study Guide for Microsoft® Office SharePoint®**

By: Geoff Evelyn  
Publisher: Microsoft Press  
Publication Date: 21-SEP-2011  
Insert Date: 14-JAN-2013  
Table of Contents • Start Reading

**Chapter Title: Microsoft Office Specialist Certification**

Microsoft Office Specialist Certification Microsoft Office Specialist Certification Microsoft Office Specialist certification for Microsoft Office 2010 is designed to assist employees in validating their skills with programs in the Office 2010

**Working with Microsoft Office 365: Running Your Small Business in the Cloud**

By: Brett Hill  
Publisher: Microsoft Press  
Publication Date: 11-MAY-2012  
Insert Date: 15-APR-2012  
Table of Contents • Start Reading

**Chapter Title: Office Professional Plus**

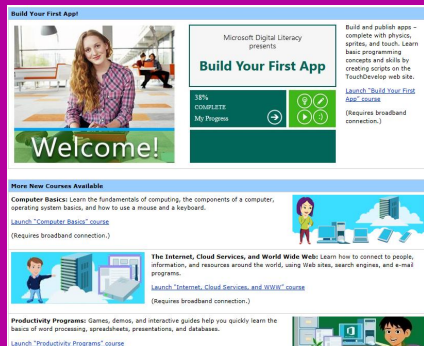
Office Professional Plus Office Professional Plus Office Professional Plus is a subscription to the best version of Microsoft Office. The subscription is included in ... through volume licensing. You can't walk down to your local office supply store and buy this



# Curriculum Overview

## Basic Foundation

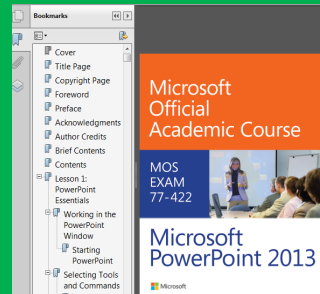
### Digital Literacy



## Main Curriculum

### Microsoft Official Academic Curriculum

- Available in English / some titles in Arabic for Office 2010
- Created for an academic environment
- Maps 100% to Microsoft Certification



### Lesson Plans

- To be used in conjunction with online learning

- Step by step guidance for teachers

### Online Learning

- Office and technical Training on-line
- Best used in conjunction with lesson plans

- Use together for Microsoft Certification



### E-reference

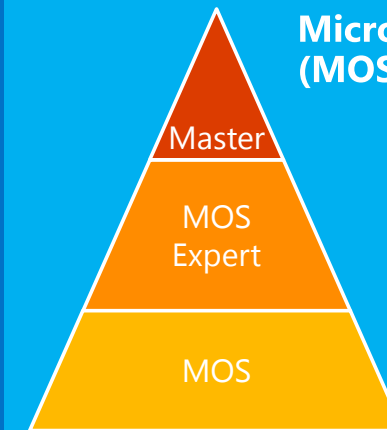
- Available in English / some titles in Arabic for Office 2013



- Some books map 100% to Microsoft certification

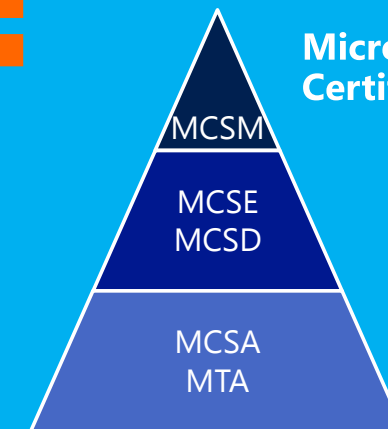
## Certification

### Microsoft Office Specialist (MOS)



- Choose the best ITA curriculum for your situation to use in preparation

### Microsoft Technical Certifications



- Choose the best ITA curriculum for your situation to use in preparation

### Microsoft Certified Educator

# Professional Development: Professional Development Exam Vouchers

## 10 MCE

Microsoft Certified  
Educator Exams

Teachers using technology  
in the classroom

## 10 MOS

Microsoft Office Specialist

All teachers with  
productivity skills

## 10 MTA

Microsoft Technology  
Associate Exams

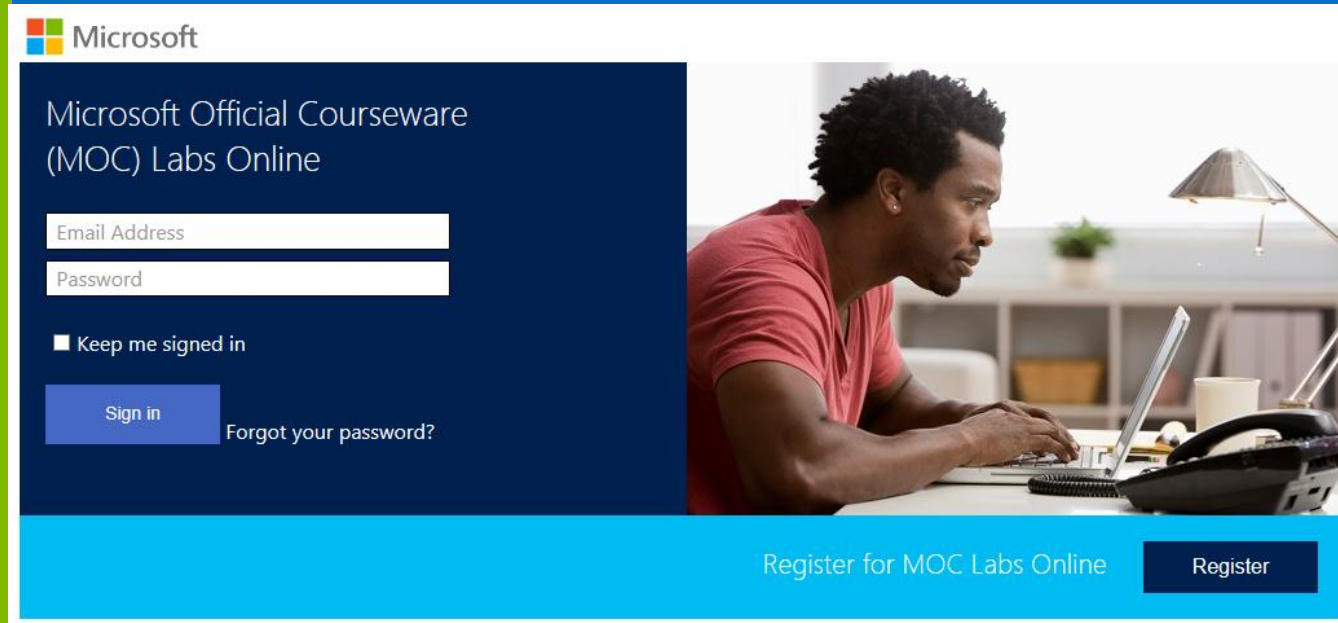
Learn & Introduce students  
to technology careers

# Professional Development: Microsoft Certified Trainer (MCT)

One free MCT  
subscription per school  
for qualified instructor  
or faculty member

25% Discount on  
additional subscriptions

MCT's are the premier  
technical and  
instructional experts in  
Microsoft technologies



Access to

MST Download  
Center

Trainer  
Preparation

Courseware  
Marketplace

MCT  
community

MCT Prep Kits

Microsoft Labs  
Online (MLO)



# Software: DreamSpark and Microsoft Office for labs

Product Categories Line-up	DreamSpark Standard	DreamSpark Premium
<b>Operating Systems</b>		
Windows Client		✓
Windows Server	✓	✓
<b>Developer &amp; Design Tools</b>		
Visual Studio Professional	✓	✓
Visual Studio Premium		✓
Visual Studio Ultimate		✓
Expression	✓	✓
Windows Embedded	✓	✓
<b>Applications</b>		
Visio		✓
Project		✓
OneNote		✓
<b>Servers</b>		
SQL Server	✓	✓
BizTalk Server		✓
SharePoint Server		✓

dream big and develop bigger

Be part of the next big thing in phone development.

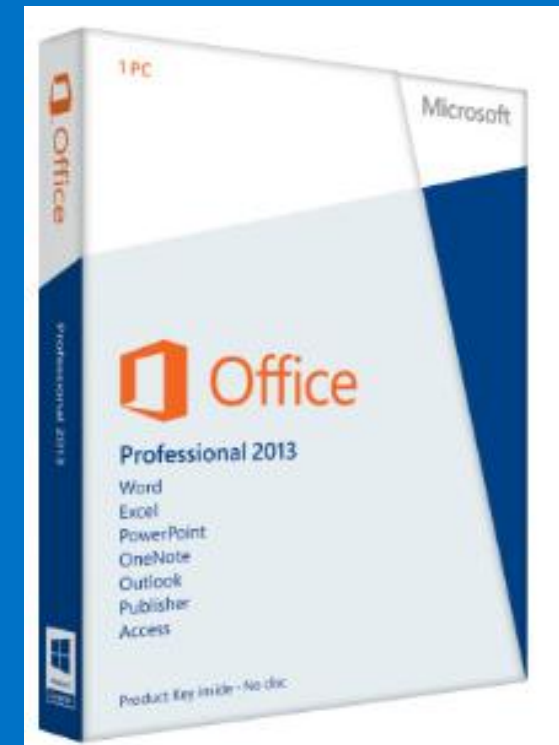
start developing for  
Windows Phone 7 → | Windows Phone 8 →



say hello to next generation

Create applications that deliver a Windows experience.

start developing for  
Windows 8 →



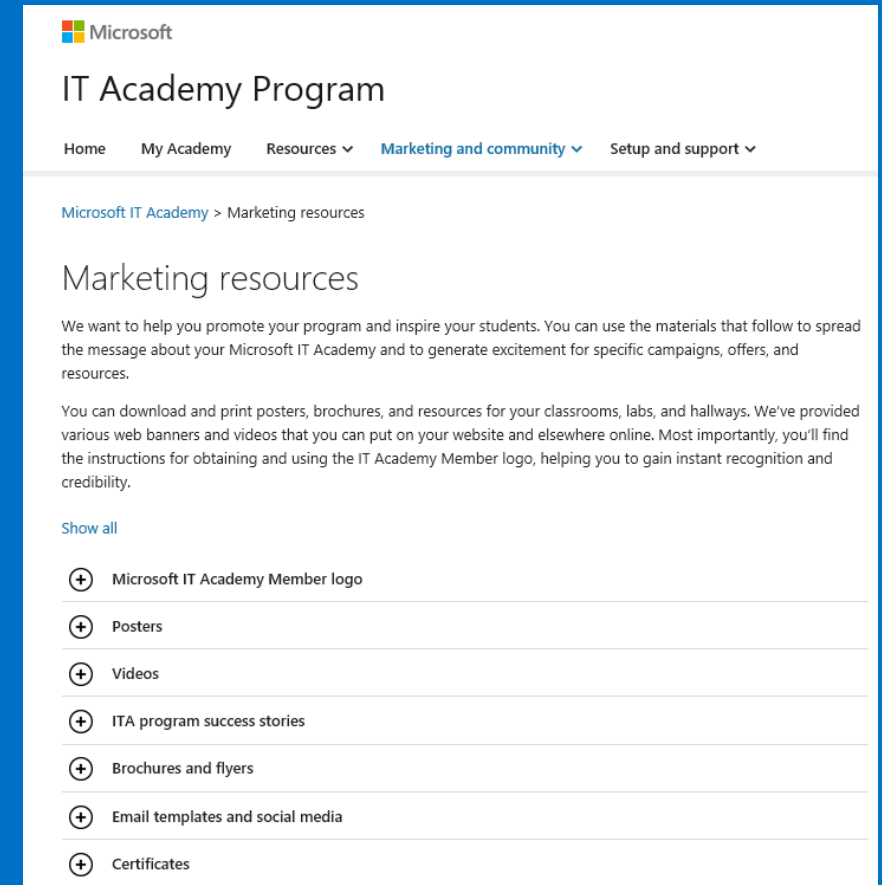
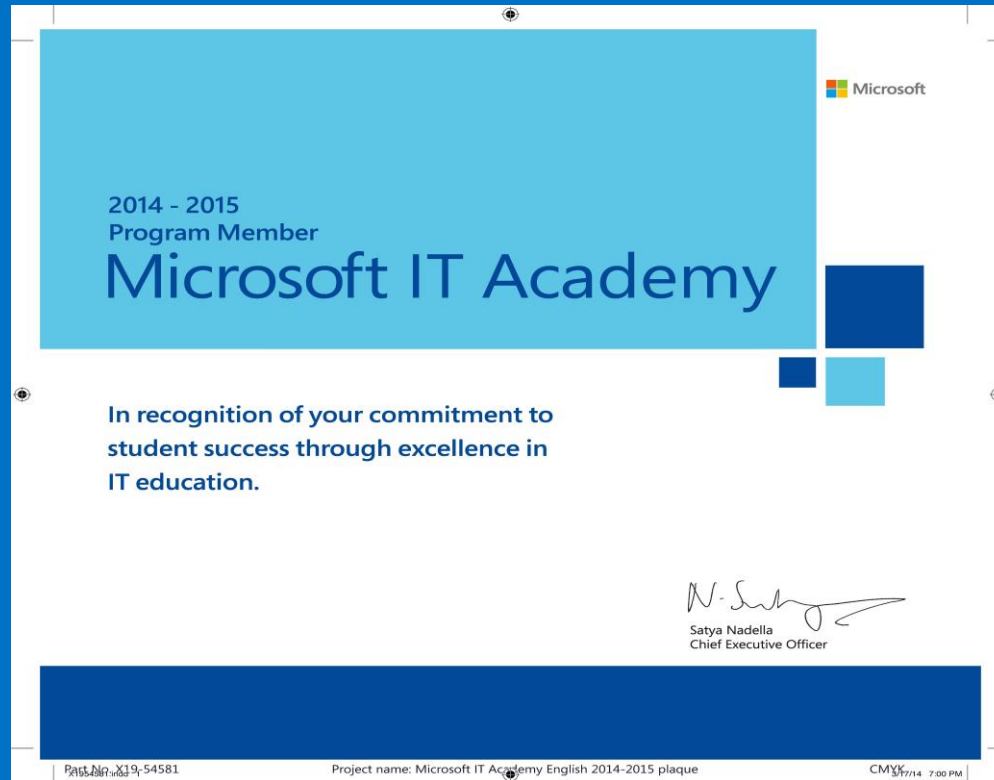
# Marketing Partnership

Program membership plaque

Program logo

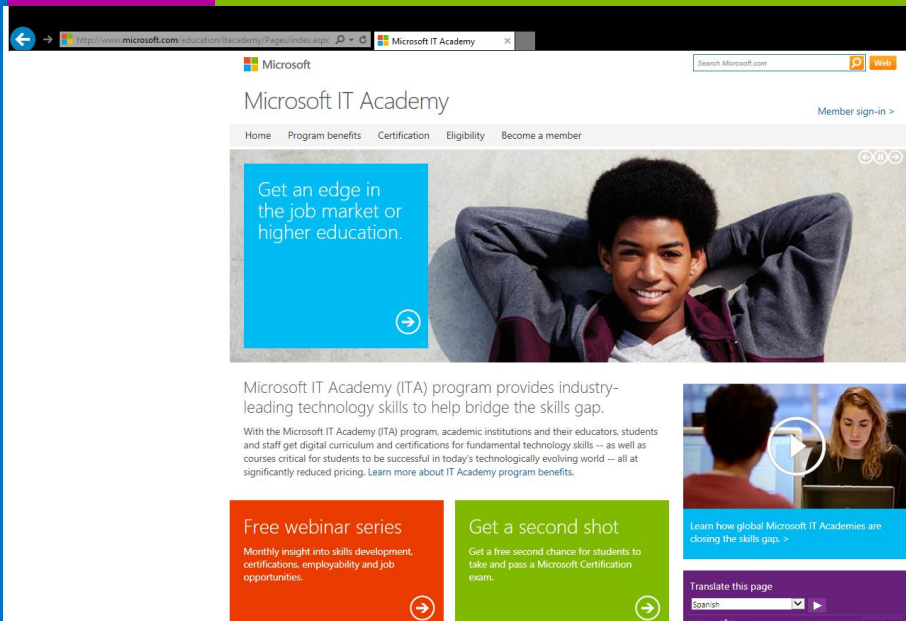
PR kit

Posters

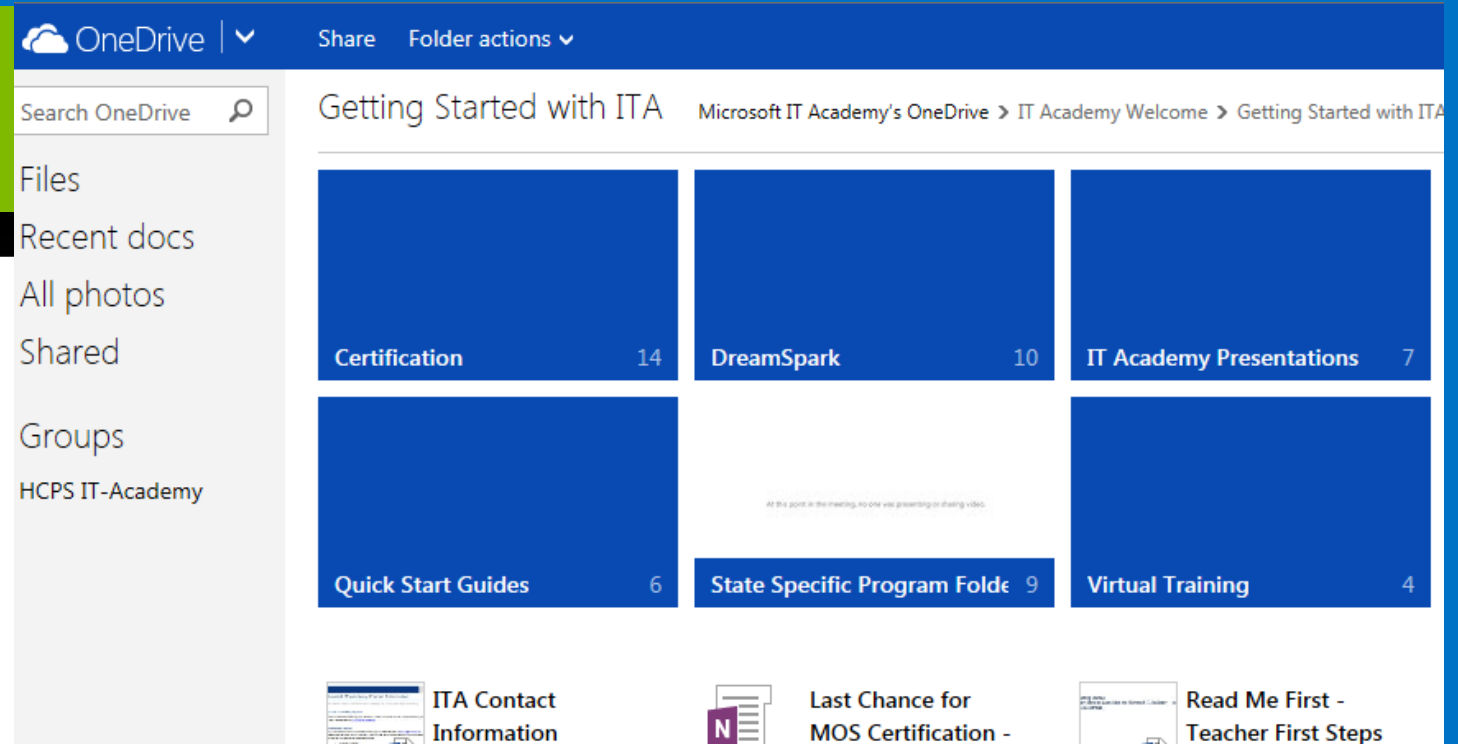


# Support and Resources

Member Site:  
[www.microsoft.com/ITacademy](http://www.microsoft.com/ITacademy)



Dedicated email alias support  
[miita@microsoft.com](mailto:miita@microsoft.com)



OneDrive Get Started  
<http://sdrv.ms/YAHHyM>

Customer Support  
1-800-508-8454  
[acadsupp@microsoft.com](mailto:acadsupp@microsoft.com)

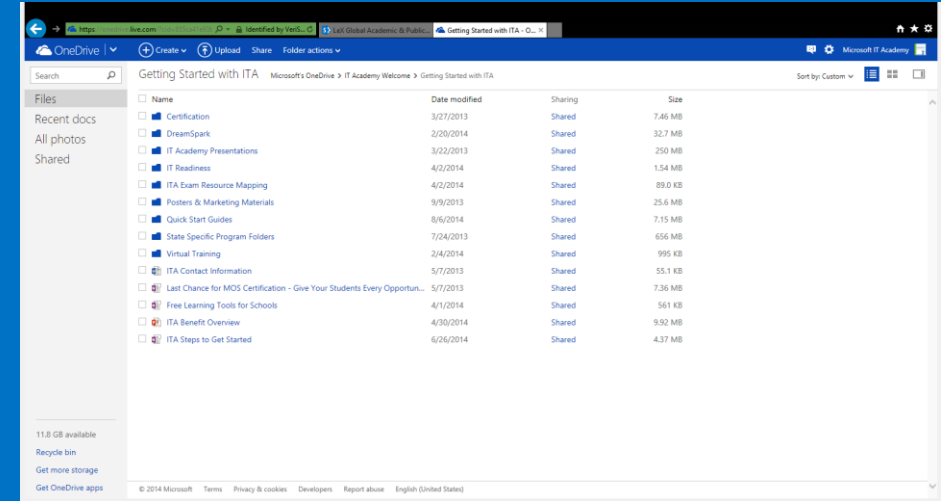


# IT Academy Deployment Solution – *the differentiator*



# Deployment Support and Teacher Training

- In-person hands-on training for teachers
- Virtual IT training for school lab setup; Teacher training to get started
- Reporting (student, classroom, school, district, region, and state reporting)
- Direct email alias: [miita@microsoft.com](mailto:miita@microsoft.com)



WA State ITA Deployment										
Summary	End of School year 2011/2012	End of School year 2012/2013	15-Jan	21-Jan	29-Jan	3-Feb	12-Feb	19-Feb	25-Feb	
Total Licenses to be Fulfilled	703	703	703	703	703	703	703	703	703	703
Total Schools Registered	651	655								
Licenses Fulfilled	703	703	245	248	257	260	260	264	267	
Licenses Available to be Fulfilled	703	0	458	455	446	443	443	439	436	
Number of Schools Testing	154	193	169	169	177	178	181	184	187	
Total Current Uploads	14218	46,954	21298	23885	29243	30137	30892	31761	33139	
Total Exams Passed	4096	12,311	5770	6298	7713	7946	8074	8323	8758	
<b>Total Certifications</b>		<b>11,597</b>	<b>5151</b>	<b>5668</b>	<b>6823</b>	<b>6996</b>	<b>7069</b>	<b>7292</b>	<b>7653</b>	
Total Unique Students Certified	2352	6,503	3466	3729	4273	4383	4425	4499	4649	
Total Unique Teachers Certified	94	113	93	101	111	120	123	126	131	
MOS Uploads	13862	46,492	21189	23751	29087	29951	30693	31561	32939	
MOS Exams Passed	3935	12,181	5735	6260	7674	7907	8031	8280	8715	
Student MOS Certifications	3550	11,192	4989	5644	6662	6759	6883	7193	7424	
Teacher MOS Certifications	203	276	130	147	166	173	178	182	188	
<b>Total MOS Certifications</b>	<b>3833</b>	<b>11,468</b>	<b>5119</b>	<b>5791</b>	<b>6828</b>	<b>6932</b>	<b>7061</b>	<b>7375</b>	<b>7612</b>	
Total MOS Master Certifications (10 students 1 teacher)	24	126	24	29	31	31	31	32	32	

# Next Steps:

- Opportunities to sign up for ITA and Certification
- Virtual Trainings coming soon
- Training opportunities at MBEA, November 6th and 7th
- Full Deployment support available from Microsoft

Q&A



Thank You!

[miita@microsoft.com](mailto:miita@microsoft.com)

# MOS Exams Mapped to Career Clusters

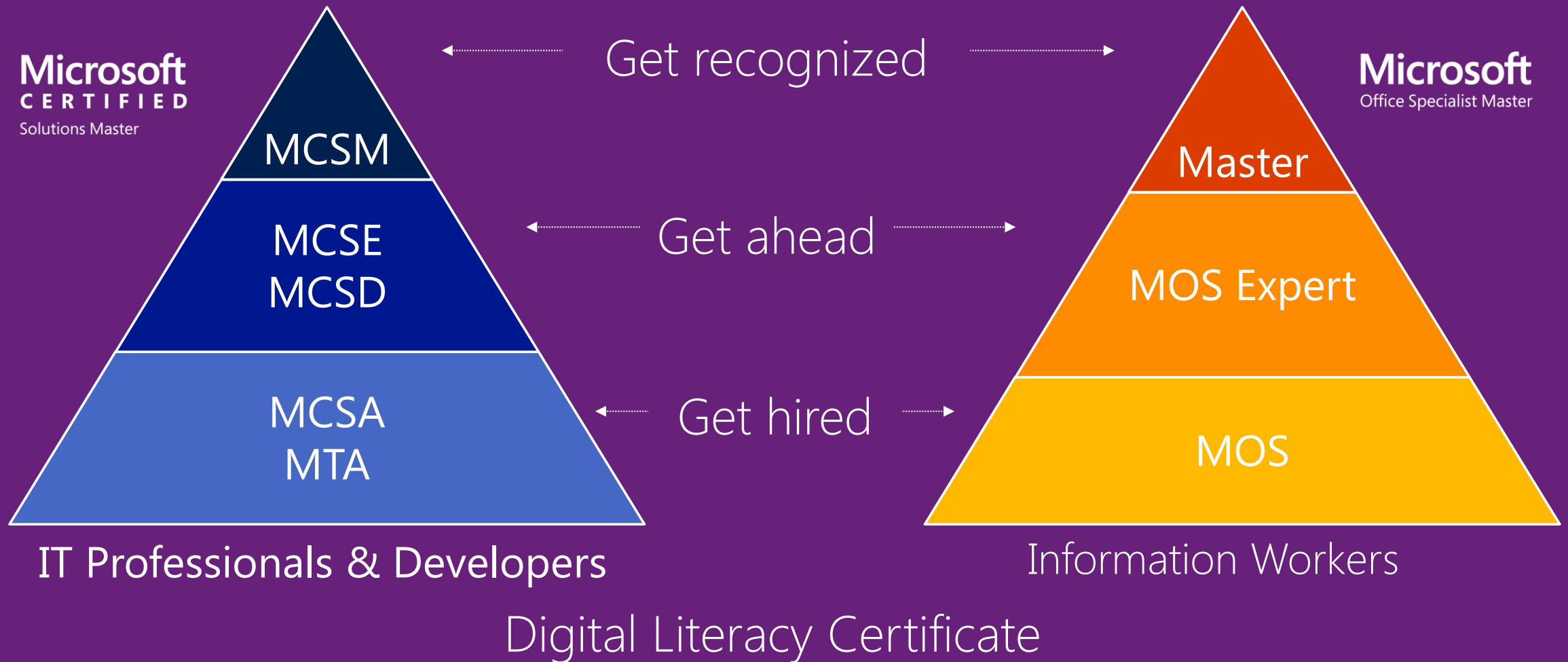
	Agriculture, Food & Natural Resources	Architecture & Construction	Arts, A/V Tech & Communications	Business Management & Administration	Education & Training	Finance	Government & Public Administration	Health Science	Hospitality & Tourism	Human Services	Information Technology	Law, Public Safety, Corrections	Manufacturing	Marketing	Science, Technology, Engineering & Math	Transportation, Distribution & Logistics
<b>Office App</b>																
Word	✖		✖	✖	✖	✖	✖	✖	✖	✖	✖	✖	✖	✖	✖	✖
Excel	✖	✖	✖	✖	✖	✖	✖	✖	✖	✖	✖	✖	✖	✖	✖	✖
PowerPoint	✖	✖	✖	✖	✖	✖	✖	✖	✖	✖	✖			✖	✖	✖
Outlook			✖	✖	✖	✖	✖	✖	✖	✖	✖	✖	✖	✖	✖	✖
Access	✖	✖		✖	✖	✖	✖	✖			✖	✖	✖		✖	✖
SharePoint	✖	✖	✖	✖	✖		✖		✖	✖	✖	✖	✖	✖	✖	✖
OneNote				✖	✖					✖					✖	

Source: Career Cluster source: <http://www.careertech.org/career-clusters/glance/careerclusters.html>

# Value of Microsoft Office Certification

# Microsoft certifications

All IT Academy curriculum formats prepare for certification





# Why Become Certified

Certification gives you tools to build a brighter future

Achieve industry-recognized certification

Enhance your higher education prospects

Learn the computing skills needed in college and business

Boost your resume

Gain valuable experience and confidence

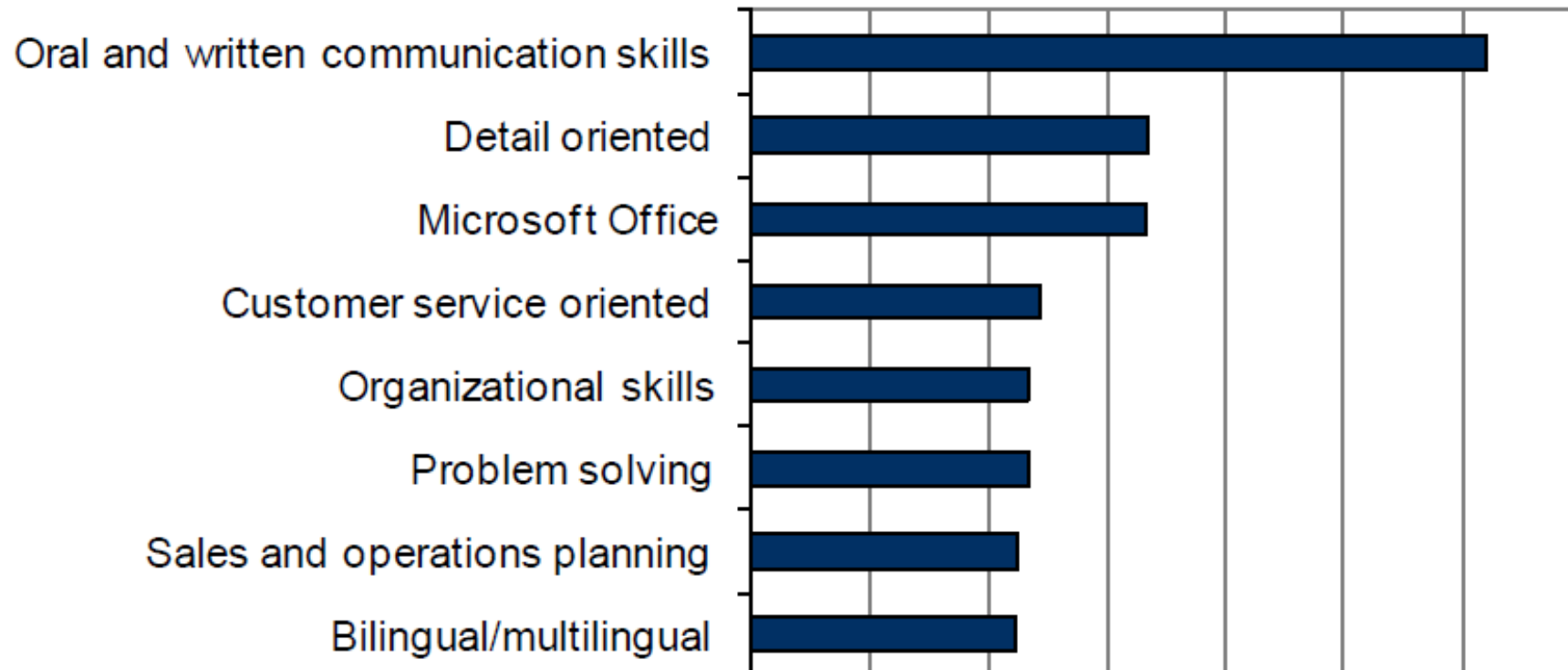
Prepare yourself for a successful future

# IDC Study

14.6 million job postings April-September 2013 from 25,000 job boards

**FIGURE 2**

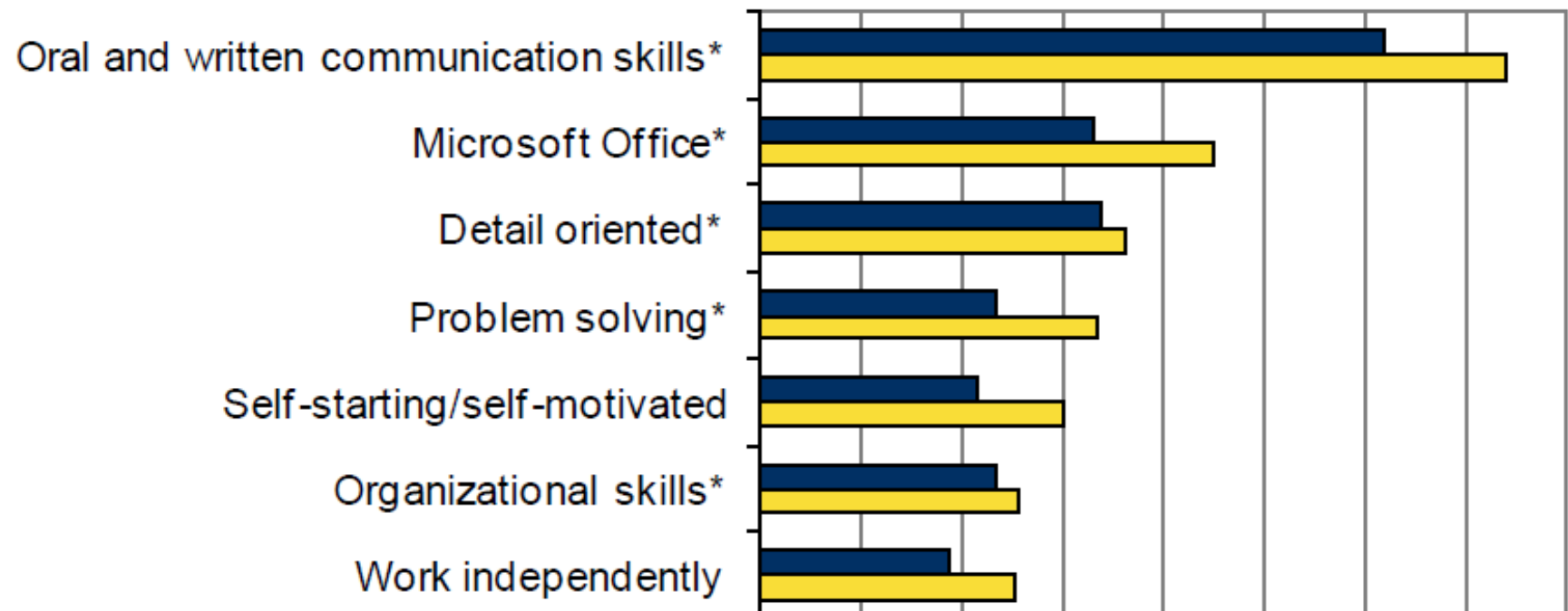
Top Skills for All U.S. Occupations



# IDC Study

The top skills are generally required for more of the high-growth/high-salary positions than for all other positions

Comparison of Top Skills for High-Growth/High-Wage Occupations and All Occupations in the United States



# Certification = Employability for Students

91% of hiring managers consider employee certification as a criterion for hiring<sup>1</sup>

81% of hiring managers feel that certified individuals perform better<sup>1</sup>

79% of hiring managers feel that certified individuals are more efficient<sup>1</sup>

89% of supervisors say that Microsoft Office certified employees are more proficient users of Microsoft Office programs<sup>3</sup>

50% of individuals believe obtaining a certification makes them more marketable<sup>2</sup>

"It's truly a global marketplace, especially in the IT world. If you don't have a certification that validates you have the needed skills, you're at a significant disadvantage."

Bill Doherty, @ONE Project,  
College System of California

## Sources

1 MCP Program Satisfaction Study 2010

2 Intrepid Survey

3 Certiport Research 2009



# MOS Mapping to Key Job Roles by Application

Specialist	Administration	Sales	Marketing	Public Relations/ Affairs	Accounting	Finance	Operations	Legal	Training
Word		X	X	X				X	
Excel		X	X	X	X	X		X	
PowerPoint		X	X	X	X	X		X	
Outlook		X	X	X	X	X		X	
Access					X	X			
SharePoint		X	X	X	X	X		X	
Expert									
Word								X	
Excel					X	X			
*Master	X						X		X

\*Master Cert requires Word Expert, Excel Expert, PowerPoint, and either Outlook or Access

# Now hiring

## Experienced accountant

### Technical Skills and Prior Experience

Five to seven years prior supervisory experience in the financial reporting/general ledger area

Experience working in a law firm or professional services firm is preferred

Experience with Intuit Accounting system or other automated accounting system a plus

\*Must be PC proficient and able to thrive in a fast-paced setting

\*Must have strong experience with Microsoft Excel, Access & Word

\*Certification validates this requirement





# Thank You!

[microsoft.com/itacademy](http://microsoft.com/itacademy)

ITA OneDrive: <http://sdrv.ms/YAHHyM>





# IT Academy Program